



# Build Your Business 2021

## Tips for writing your Bio or About Me page

Ask yourself these questions (not all will necessarily apply) and use them to write your bio:

Who are you (Name, coach, anything else you want to share about your life demographics)?

What about me is important to my potential clients?

What about my story could make **my clients feel hopeful? Supported? Safe?** Write that out and paint a picture for someone that doesn't know you. Being specific (x number of years vs. a long time) helps the reader paint that picture. And include your turning point and how your life is different now.

Throw in some fun facts about yourself. I.e. Amy says in her informal bio that she loves coffee, travel, documentaries, library books and a full night's sleep. Consider these questions and come up with your own:

- Do you have pets?
- What's your favorite food?
- What can't you live without?
- Do you have any hobbies?
- Anything on your bucket list?

Always end with a call to action (CTA). This could be encouraging your user to contact you and provide a link to your contact page, signing up for your newsletter, etc.